

What is claimed is:

1. A broadcast receiving device, comprising:

5 a supplementary information acquiring means for acquiring supplementary information transmitted together with broadcast content;

a display means for displaying said supplementary information;

10 a processing means for processing said supplementary information for displaying on said display means; and

a memory means for storing, separately for each genre of broadcast contents, a degree of display priority for each of plural types of topic information related to description of a broadcast content; wherein

15 said processing means obtains genre information and topic information from said acquired supplementary information, and displays said topic information on said display means according to said display priority degree stored in said memory means corresponding to the obtained genre information.

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2. The broadcast receiving device as defined in claim 1, wherein

said memory means stores, separately for each genre, a priority ranking table defining priority ranking related to display
25 of a plurality of topics.

3. The broadcast receiving device as defined in claim 1, further comprising:

a means for a user to input a selection of a topic to be

displayed; wherein

a display priority degree stored in said memory means is changed according to a number of times of topic selection by the user.

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4. The broadcast receiving device as defined in claim 1, wherein

when no genre information is included in said supplementary information, said processing means estimates a genre from said topic information, and displays said topic information according to said display priority degree based on the estimated genre.

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5. The broadcast receiving device as defined in claim 1, wherein

said processing means includes a search processing means which displays a program search screen image on said display means, said program search screen image sequentially indicating, as search keywords used for program search, said topic information included in said supplementary information in order from the highest display priority degree.

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6. A broadcast receiving device, comprising:

a supplementary information acquiring means for acquiring supplementary information transmitted together with broadcast content;

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a display means for displaying said supplementary information; and

a processing means for processing said supplementary information for displaying on said display means; wherein

said processing means includes a search processing means for extracting from said supplementary information a search keyword used for program search, displaying on said display means a program search screen image including the extracted search keyword, and
5 displaying on said display means a search result screen image based on a program search using a search keyword selected by a user.

7. The broadcast receiving device as defined in claim 6, wherein

10 said search processing means extracts, as said search keyword, topic information included in said supplementary information and related to description of the broadcast content.

8. The broadcast receiving device as defined in claim 6, wherein

15 when the user instructs a search while a topic information related to description of said broadcast content is displayed, displayed image is switched to a program search screen image including said topic information as a search keyword.

20 9. The broadcast receiving device as defined in claim 6, further comprising:

a keyword storing means for automatically storing, as a search keyword, a topic information included in a supplementary
25 information corresponding to a program watched or listened to by the user.

10. The broadcast receiving device as defined in claim 9, wherein

said keyword storing means stores, in correlation with each corresponding topic information, a keyword priority degree according to a number of times of topic information extraction; and

5 said search processing means displays the stored topic
information on the program search screen image according to said
keyword priority degree.

11. The broadcast receiving device as defined in claim 9,
10 further comprising:

a keyword mode switching means for switching between a receiving program keyword indicating mode in which a topic information within a supplementary information corresponding to a program presently received for listening and/or watching is displayed as a search keyword on the program search screen image, and a registered keyword indicating mode in which a topic information stored in said keyword storing means as a search keyword is indicated on the program search screen image.

20 12. The broadcast receiving device as defined in claim 1,
wherein said supplementary information is a program sequence
information of a digital broadcast.

13. The broadcast receiving device as defined in claim 1,
25 wherein said supplementary information includes an extended format
event descriptor.

14. The broadcast receiving device as defined in claim 1,
wherein said supplementary information includes a content

descriptor.

15. The broadcast receiving device as defined in claim 1,
wherein said supplementary information includes a short format
5 event descriptor.

16. The broadcast receiving device as defined in claim 6,
wherein said supplementary information is a program sequence
information of a digital broadcast.

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17. The broadcast receiving device as defined in claim 6,
wherein said supplementary information includes an extended format
event descriptor.

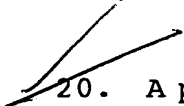
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18. The broadcast receiving device as defined in claim 6,
wherein said supplementary information includes a content
descriptor.

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19. The broadcast receiving device as defined in claim 6,
wherein said supplementary information includes a short format
event descriptor.

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 20. A program storage device readable by a machine, tangibly
embodying a program of instructions executable by the machine to
perform method steps for processing a received broadcast signal,
said method steps comprising steps of:

acquiring supplementary information transmitted together
with the broadcast content;

obtaining from said acquired supplementary information a

genre information and topic information related to description of said broadcast content;

reading out from a memory means a degree of display priority for each of plural types of topic information determined separately for each genre; and

displaying on a display means said topic information obtained from said supplementary information according to said display priority degree stored in said memory means corresponding to the genre information obtained from said supplementary information.

21. A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform method steps for processing a received broadcast signal, said method steps comprising steps of:

acquiring from a broadcast signal supplementary information transmitted together with the broadcast content;

extracting from said supplementary information a search keyword used for program search;

displaying on said display means a program search screen image including the extracted search keyword; and

displaying on said display means a search result screen image based on a program search using a search keyword selected by a user.

22. The storage device as defined in claim 20, wherein said storage device is readable by a computer for a receiver.

23. The storage device as defined in claim 21, wherein said storage device is readable by a computer for a receiver.